

BECOME A PARTNER

WITH



Kentucky AFIELD

The Emmy® Award winning ***Kentucky Afield***, produced by the Kentucky Department of Fish and Wildlife Resources, is the oldest continuously running hunting and fishing TV show in the country.





“Kentucky Afield” Television Your Partner in the Great Outdoors

Rarely do opportunities to join on the ground floor come up. This is one of those times. “Kentucky Afield” Television is offering sponsorship opportunities for the first time since the program began airing in 1953.

With your sponsorship comes nearly 400 sponsorship mentions or commercials on the state’s preeminent outdoor show, the Emmy Award-winning “Kentucky Afield.”

You’ll receive statewide recognition on Kentucky’s biggest network and reach a potential audience of 1.5 million households in Kentucky alone. Your sponsorship recognition will air five times a week and help build your brand. Join the team that built its reputation on quality. Join “Kentucky Afield.”





“Kentucky Afield” on WYMT (Hazard)

Quick Facts

- WYMT reaches 228,670 households in Eastern Kentucky.
- Potential viewership area population is 588,920.
- WYMT covers 20 Eastern Kentucky counties and parts of Tennessee and West Virginia.
- WYMT is on 91 cable stations in 300 communities.
- WYMT is a CBS affiliate which has rights to UK games.
- Programming distributed via antenna, satellite and cable
- WYMT is the only local station in Eastern Kentucky.
- “Kentucky Afield” airs at 7 p.m. Wednesday.

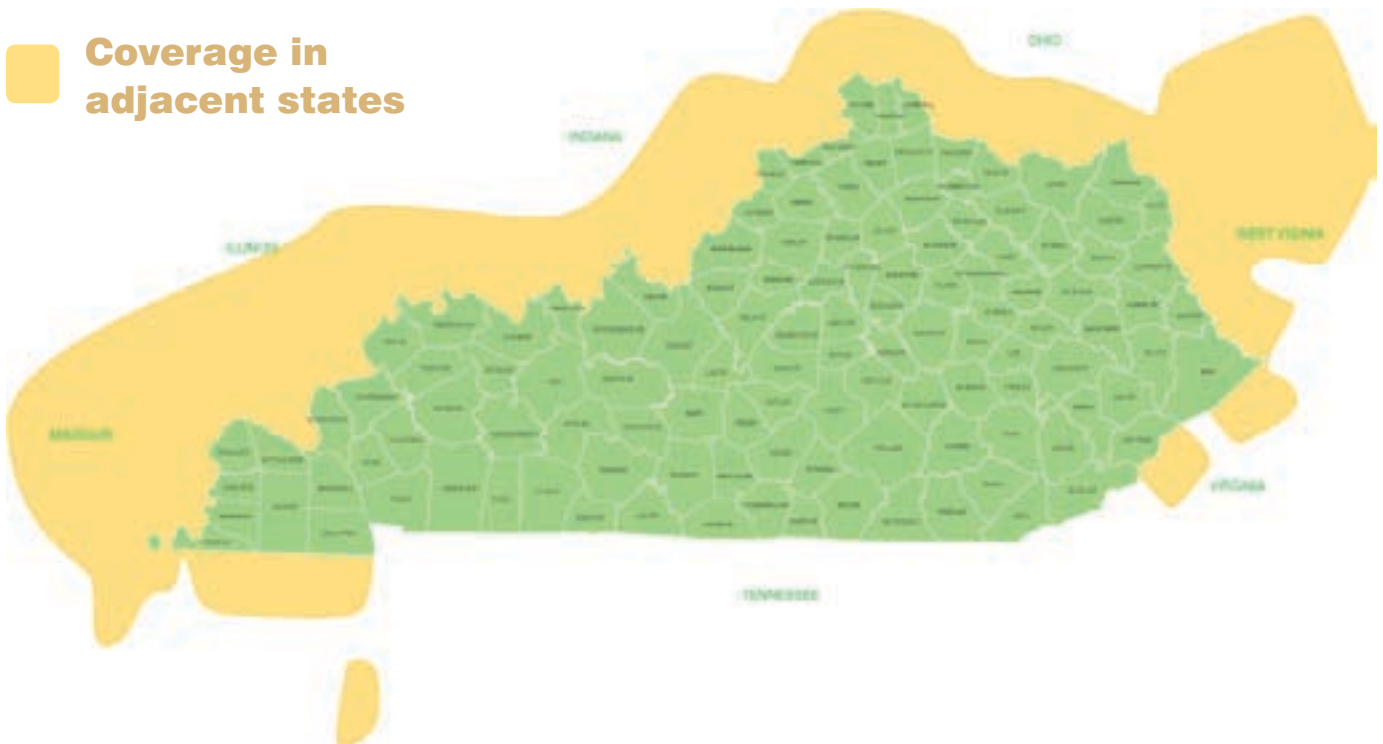




“Kentucky Afield” on KET (statewide)

Quick Facts

- KET reaches 2.8 million households in seven states.
- KET reaches 1.5 million households in Kentucky, plus an additional 1.3 million households in Tennessee, Missouri, Indiana, Ohio, Virginia and West Virginia.
- “Kentucky Afield” airs at 8:30 p.m. (Eastern Time) Saturday and 4:30 p.m. (Eastern Time) Sunday.





“Kentucky Afield” on CW-KYT (Lexington)

Quick Facts

- CW-KYT reaches 304,000 households in Central, Southern and Eastern Kentucky, including Lexington, Frankfort, Richmond and Somerset.
- CW-KYT is the sister station to WKYT in Lexington. In addition to being broadcast in the Lexington MSA, CW-KYT is distributed by satellite and cable companies to 40 Kentucky counties.
- CW-KYT was formed in 2006 by combining the best programming from the UPN and WB networks.
- Satellite and cable companies carrying CW-KYT programming include DIRECTV, Insight and Time-Warner.
- CW-KYT programming includes University of Kentucky basketball specials, SEC sports and NCAA tournament basketball.
- “Kentucky Afield” airs at 11:30 p.m. Tuesday and Thursday.



Satellite



Satellite & Cable





“Kentucky Afield” TV Fact Sheet

“Kentucky Afield” is an Emmy® Award-winning show that also has received national recognition for its outdoor news programs. The show’s five-person staff has more than 50 years of combined experience in broadcast quality production.

“Kentucky Afield” is the country’s longest continuously running outdoors television show. Generations of sportsmen and women have grown up with “Kentucky Afield,” the reason the show appeals to people of all ages. “Kentucky Afield” informs its audience about wildlife conservation and the best hunting and fishing offered in the Commonwealth.

“Kentucky Afield” also drives people to act – and not just watch. As part of combined promotional efforts, look what happened soon after shows on these subjects aired:

- Applications for Kentucky’s quota elk hunts soared by 10,000, a 62 percent increase.
- Subscriptions to Kentucky Afield magazine grew by 3,500, even after a major price increase.
- Sales of a deer processing DVD topped 2,000 in just three months.
- Requests for a free fish identification poster exceeded 10,000.
- Registrations for the department’s summer conservation camps increased by 10 percent.





About the Host...

"Kentucky Afield" Host Tim Farmer has emerged as the most widely recognized sportsman in the Commonwealth, routinely drawing 1,000 or more people whenever he makes public appearances. His passion for hunting and fishing is contagious.

Farmer built a tremendous following with Kentucky sportsmen and women after serving as host of "Kentucky Afield" for more than a decade. Farmer, a disabled veteran who lost the use of his right arm in a motorcycle accident, is widely known as the archer who pulls back his bow using his teeth. It's a technique that he's used to win several archery tournaments.

Farmer has inspired thousands of viewers by overcoming his disability and re-learning to hunt and fish despite his physical loss. He now conducts several seminars on overcoming physical barriers each year.





Show Times

KET: 8:30 p.m. (Eastern Time) Saturday and
4:30 p.m. (Eastern Time) Sunday

WYMT-TV: 7 p.m. Wednesday

CW-KYT: 11:30 p.m. Tuesday and Thursday

(Shows are subject to station discretion for pre-emption.)

“Kentucky Afield” Television Host Tim Farmer’s unique abilities and engaging personality generate a loyal following among his viewers. Because of his compelling personal story, he’s been the subject of numerous newspaper articles, magazine cover stories and been featured in a book.

Viewers trust Tim Farmer, one of the state’s best-known television personalities, because of the depth of his knowledge and experience.





Conclusion

On every front, the Kentucky Department of Fish and Wildlife Resources and its television show, “Kentucky Afield,” are committed to quality programming and expanding viewership as it becomes established in two new commercial markets in Central and Eastern Kentucky.

Goals for the program and the agency are tightly aligned. Kentucky Fish and Wildlife wants to use the reach of “Kentucky Afield” TV to increase license sales, support for state and national conservation efforts, awareness of partnerships with conservation organizations and participation in activities of those organizations. The mission statement of the agency specifically addresses creating and maintaining partnerships to obtain mutually beneficial successes for wildlife and fisheries resources, their habitats and recreation associated with those resources.

Strong private partnerships are essential to continue the wildlife success legacy in Kentucky. By committing to this partnership, you help us achieve our mission and mandate as the stewards of wildlife for the Commonwealth of Kentucky.

In return, your organization will have a significantly increased potential in getting your messages to hunters, anglers, boaters and wildlife conservationists in Kentucky. And, you’ll have opportunity to take advantage of the rich heritage “Kentucky Afield” already enjoys, and the most authoritative word on these kinds of activities available on television in the Bluegrass State television.



Terms of Partnership

As a Kentucky Fish and Wildlife Partner, you will receive the following considerations for a full year:

- 1.** On all networks, you will receive a 15-second sponsorship announcement at the beginning of each show. In addition, you'll receive a 30-second commercial on WYMT-TV and CW-KYT. This totals nearly 400 spots a year.
- 2.** A six-minute feature segment highlighting your organization and your expertise in the outdoors will air on WYMT and CWKYT.
- 3.** Inclusion in the recognitions given in the closing credits of the show each week.
- 4.** "Kentucky Afield" Host Tim Farmer will make two promotional appearances on your behalf. Guidelines apply.

Continued on next page...

Your organization commits to provide the following:

- 1.** An investment of \$25,000 to Kentucky Fish and Wildlife.
- 2.** One or more pre-produced commercials for your organization in a suitable broadcast quality and ready-to-air format.
- 3.** Contact information if needed, for the special show segment on your organization's volunteer efforts and achievements in Kentucky.

For more information about partnering with the Kentucky Department of Fish and Wildlife Resources contact:

Norm Minch, *KDFWR Assistant Director*
(502) 564-7109 ext. 434

OR

Scott Moore, *Executive Producer*
(502) 564-7109 ext. 432

OR

Call 1-800-858-1549

* The Kentucky Department of Fish and Wildlife Resources is offering sponsorship opportunities for Kentucky Afield Television. The department will select a maximum of 3 sponsors for its weekly Kentucky Afield television show. Sponsorships will be for a minimum of \$25,000. Sponsors selected will best reflect the department's mission, goals, and values as set forth in the department's Strategic Plan. The department reserves the right to reject sponsors that are in conflict with the department's goals, mission, and values.